

ORDER



Orders	Order / Rev:	712241
	Alt Order #:	06308254
	Product Desc:	#3220 AFSCME
	Estimate:	3220
	Flight Dates:	09/12/12 - 09/23/12
	Original Date / Rev:	09/07/12 / 09/07/12
	Order Type:	Political

	WKYC
Primary AE:	Dan Foster
Sales Office:	T-CHI
Sales Region:	NAT

Agency	Name:	Adelstein & Associates
	Buying Contact:	
	Billing Contact:	
		222 W Ontario Ste 600
		Chicago, IL 60610

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	American Federal State County Munic
	Demographic:	A25-54
	Product Codes:	IS-Issue/Non Ballot,IS-Candidate/US
	Priority:	P-2
	Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/23/12	41	\$102,700.00	\$87,295.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	41	\$102,700.00	\$87,295.00	0.00
Totals	41	\$102,700.00	\$87,295.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dan Foster			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WKYC	19%	\$102,700.00
Market	100%	\$540,526.32

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	29%	\$156,752.63
WJW	14%	\$75,673.68
WOIO	35%	\$189,184.21
WUAB	3%	\$16,215.79

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/12/12	09/14/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	3	\$2,500.00	P-1	0.00	NM	3	\$7,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/10/12	09/16/12	--WTF--		3		\$2,500.00		0.00					
E 2	WKYC	09/15/12	09/15/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/10/12	09/16/12	-----S-		2		\$2,500.00		0.00					
E 3	WKYC	09/12/12	09/14/12	M-F 3-4p The Doctors	CM	3p-4p	--WTF--	:30	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
DOCTORS															

Order / Rev: 712241
 Alt Order #: 06308254
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Advertiser: American Federal State County Municipa
 Product Desc: #3220 AFSCME
 Estimate: 3220

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	09/12/12	09/14/12	M-F 3-4p The Doctors	CM	3p-4p	--WTF--	:30	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	4		\$800.00		0.00						
E 4	WKYC	09/12/12	09/14/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$1,000.00		0.00						
E 5	WKYC	09/12/12	09/14/12	M-F 5-6p Dr. Phil	CM	5p-6p	--WTF--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
DR.PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	2		\$2,000.00		0.00						
E 6	WKYC	09/14/12	09/14/12	Fri Prime C Fri Prime C	CM	10-11p	----F--	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	----F--	1		\$8,000.00		0.00						
E 7	WKYC	09/16/12	09/16/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$4,500.00	P-1	0.00	NM	1	\$4,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S	1		\$4,500.00		0.00						
E 8	WKYC	09/15/12	09/15/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S-	1		\$3,000.00		0.00						
E 9	WKYC	09/12/12	09/14/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$1,200.00		0.00						
E 10	WKYC	09/16/12	09/16/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
BROWNS HUDDLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S	1		\$1,200.00		0.00						
E 11	WKYC	09/16/12	09/16/12	Football Night in America Football Night In America	CM	Various	-----S	:30	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
FTBL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S	1		\$8,000.00		0.00						
E 12	WKYC	09/17/12	09/21/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	2		\$2,500.00		0.00						
E 13	WKYC	09/17/12	09/21/12	M-F 3-4p The Doctors	CM	3p-4p	MTWTF--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	3		\$800.00		0.00						
E 14	WKYC	09/17/12	09/21/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MTWTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	3		\$1,000.00		0.00						
E 15	WKYC	09/17/12	09/21/12		CM	5p-6p	MTWTF--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00

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Advertiser: American Federal State County Municipa
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 Estimate: 3220

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-6p Dr. Phil											
DR.PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	2		\$2,000.00		0.00						
E 16	WKYC	09/17/12	09/23/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS (6:00 PM-6:30 PM)	MTWTFSS	:30	1	\$3,800.00	P-1	0.00	NM	1	\$3,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTFSS	1		\$3,800.00		0.00						
E 17	WKYC	09/21/12	09/21/12	Fri Prime C Fri Prime C	CM	10-11p	----F--	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$8,000.00		0.00						
E 18	WKYC	09/23/12	09/23/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$4,500.00	P-1	0.00	NM	1	\$4,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$4,500.00		0.00						
E 19	WKYC	09/22/12	09/22/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$3,000.00		0.00						
E 20	WKYC	09/17/12	09/21/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	MTWTF--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	1		\$1,200.00		0.00						
E 21	WKYC	09/22/12	09/22/12	Notre Dame Football Notre Dame Football	CM	Notre Dame Football	-----S-	:30	2	\$2,800.00	P-1	0.00	NM	2	\$5,600.00
NOTRE DAME/MICHIGAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	2		\$2,800.00		0.00						
E 22	WKYC	09/23/12	09/23/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
BROWNS HUDDLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$1,200.00		0.00						
E 23	WKYC	09/23/12	09/23/12	Football Night in America Football Night In America	CM	Various	-----S	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
FTBL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$10,000.00		0.00						
													Totals	41	\$102,700.00